

eProduction: Leveraging The Full Potential Of The Internet for the Printer

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CORPORATION

Nimish Mehta
President & CEO

Done.

What's Keeping You Awake At Night?

- Shorter lead-times, decreasing run lengths, faster turnaround times
- Greater margin pressures
- Keeping existing customers, winning new customers
- Adopting to fast changing technology

What Must We Do?

- Automate business workflows
 - ◆ from order through fulfillment & payment
- Automate production workflows
 - ◆ from job submission through pre-press, printing and finishing/kitting
- Align business & production workflows
 - ◆ delivering accurate and prompt customer communications

What Must We Do?

- Leverage the Internet
 - ◆ to integrate tightly with customer's and trade partner's supply chain
- Automate print production
 - ◆ planning, scheduling and execution for highest asset utilization
- Select/implement state-of-the-art enterprise system architecture
 - ◆ to rapidly integrate new technologies

eCommerce is changing
how your customers buy &
pay for printed goods

Introducing eProduction:

eProduction will revolutionize not only
how your customers buy & pay for
printed goods,
but also
how you *cost effectively* and *reliably*
make and deliver them

Done.

eProduction & eCommerce Compared

■ Automate biz workflows



eCommerce



■ Automate prod workflows



■ Align biz/prod workflows



■ Internet supply chain



■ Automate production



■ Enterprise architecture

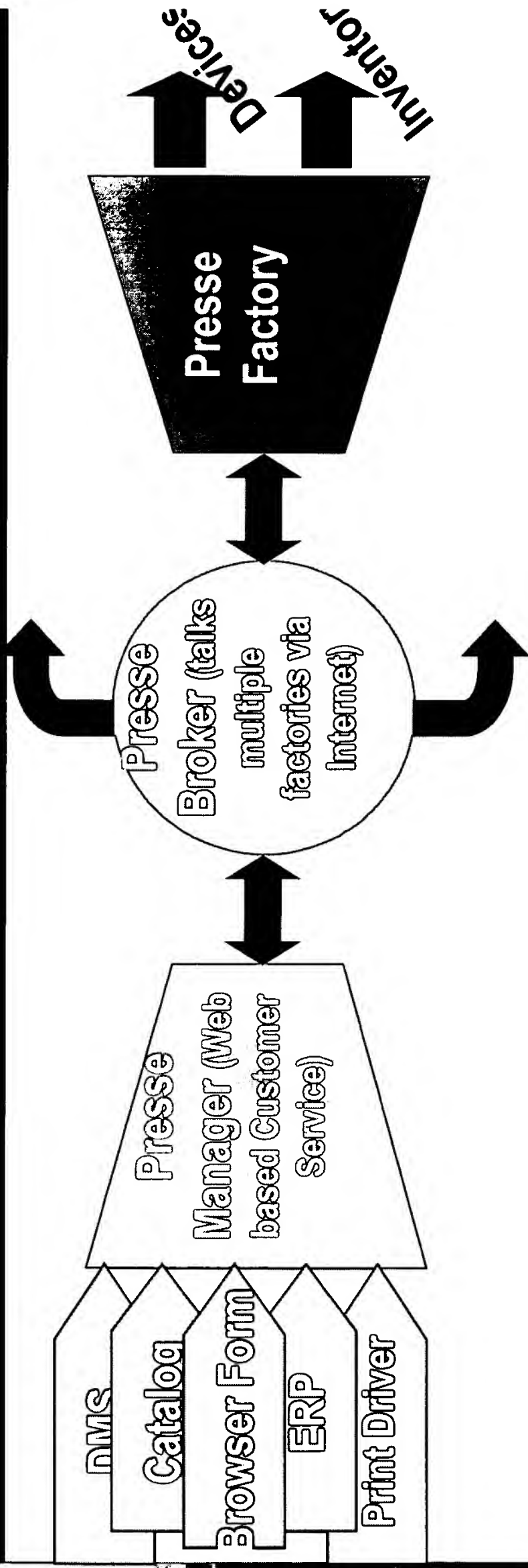


Impresse's *PresseWare*: eProduction for the Print & Publishing Industry

- Internet-enabled Enterprise Digital Production
- Brings the Discipline and Capabilities of ERP, Supply Chain Optimization and eCommerce to the Printing & Publishing Industry
- Integrates and Automates Business and Production Workflows *with* each other and across entire Print Supply Chain
 - ◆ From Print Request at Customer Site through Prepress, Manufacturing, Fulfillment and Delivery
 - ◆ From Order through Cash Settlement
 - ◆ From Customer through Printer and Delivery Channel

Done.

Impresse's PresseWare

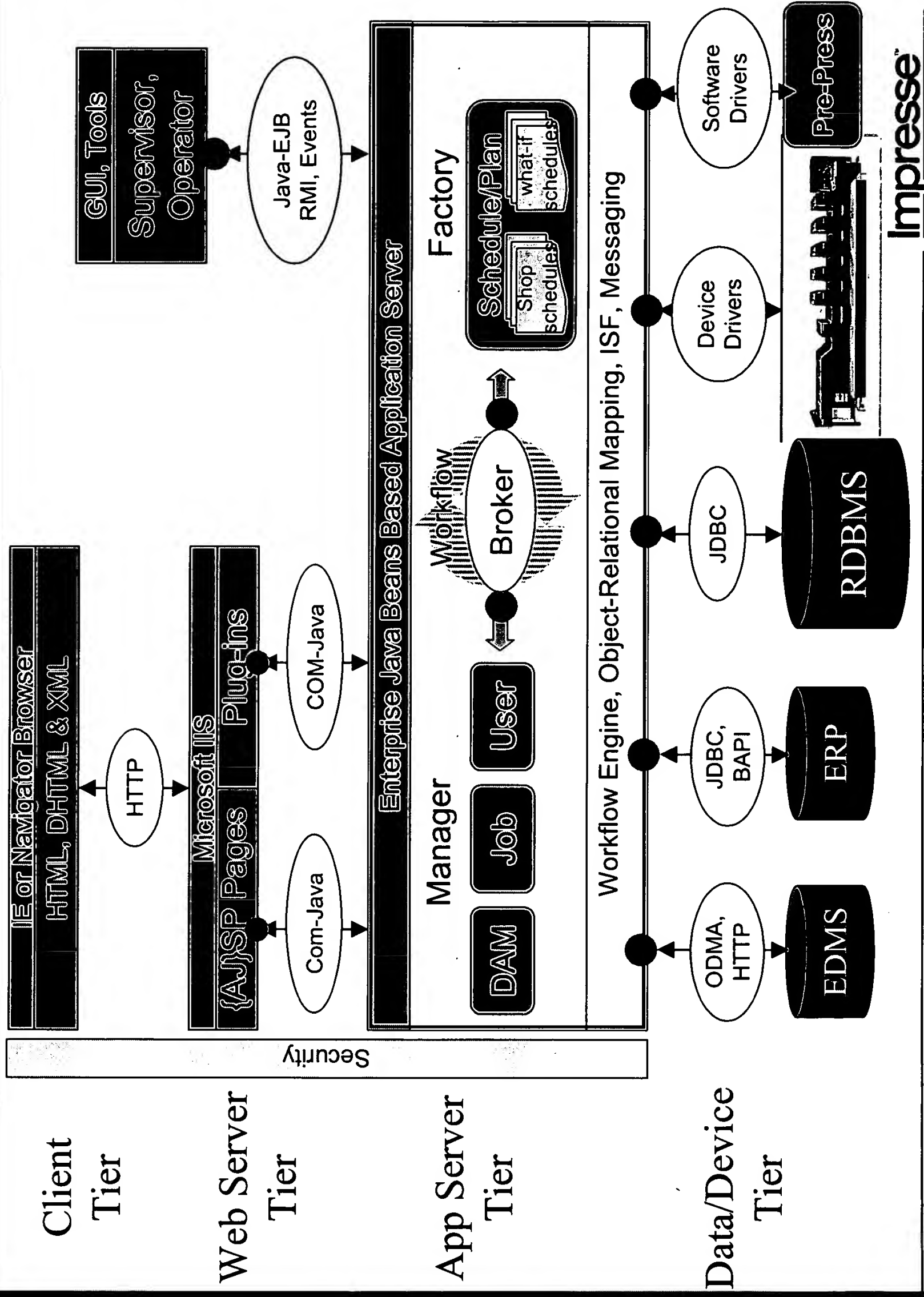


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|--|--|--|--|
| - Multiple Print Buying Modules at Customer Premises (running on Browsers) | - Digital Bills of Materials (BoM) store | - Real-time ATP (Available To Promise) | - Production Workflow Automation |
| - Business Workflow Automation (Enterprise Systems) | - Outsourcing Coordination | - Interactive Job Scheduling | - Pre-, Press, Post- Devices Interaction |

Integration

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PresseWare Architecture



Done.

The Benefits of PresseWare

- Exceed customer expectations
 - ◆ Offer customized products/services
 - ◆ Respond faster to customer needs
- Reduce operating costs
 - ◆ Eliminate errors and waste
 - ◆ Increase asset utilization
- Strengthen printer-customer relations

*PressWare: Delivering
The Full Potential Of The
Internet
To The Printer!*